



PATENT

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Applicant : Thomas P. Ivanyi

Confirmation No. 9772

Application No. : 09/944,348

Filed : August 31, 2001

Title : SYSTEM AND METHOD FOR MEASURING AND STORING  
INFORMATION PERTAINING TO TELEVISION VIEW OR USER  
BEHAVIOR

Grp./Div. : 2614

Examiner : Peter C. Wilder

Customer No. : 23363

Docket No. : 57547/A719

**SUBSTITUTION OF ATTORNEY WITH  
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May 16, 2006

Commissioner:

Thomas P. Ivanyi, inventor of the above-referenced patent application, hereby revokes all previous Powers of Attorney and appoints the practitioners associated with the

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of the firm CHRISTIE, PARKER & HALE, LLP, telephone (626) 795-9900, as principal attorneys with power to appoint associate attorneys, to prosecute this application and any subsequent application based on the disclosure of this application, and to transact all business in the Patent and Trademark Office connected with this application and any subsequent application.

**Application No. 09/944,348**

The authority under this Power of Attorney of each person identified by Customer Number 23363 shall automatically terminate and be revoked upon such person ceasing to be a member or associate of or of counsel to the firm.

Please direct all correspondence to **CUSTOMER NUMBER 23363**. Direct all telephone calls to Daniel M. Cavanagh at 626/795-9900, **CHRISTIE, PARKER & HALE, LLP, P.O. Box 7068, Pasadena, California 91109-7068**.

By   
Thomas P. Ivanyi, Inventor

DMC/rmw

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